

Commercial Analysts Co.  
211 East 43rd St.  
New York, NY 10017

Job #3838  
December, 1981

LIGHTER STUDY

(1-4)

TIME STARTED: \_\_\_\_\_

Hello, I'm \_\_\_\_\_ from Commercial Analysts, a national public opinion firm, calling long distance from New York. We're doing an opinion survey and I'd like to ask you a few questions. Since we're talking to a cross-section of people living all over the United States, could you tell me. . . do you live in a big city, a small town or what? (DO NOT RECORD RESPONSE)

May I speak to (READ NAME OF PERSON)? (IF NOT AVAILABLE, MAKE APPOINTMENT FOR CALLBACK ON CARD).

(IF NO SUCH PERSON IN HOUSEHOLD, TERMINATE. MARK CARD "NO SUCH PERSON")

1. Do you smoke cigarettes?

Yes. . . . . 5-1 (ASK Q. 2)

No . . . . . -2 (SKIP TO YELLOW QUESTIONNAIRE)

2. What is your regular brand of cigarettes, the brand you smoke most often? (WRITE IN COMPLETE NAME AND BRAND NUMBER USING BRAND LIST AS A GUIDE)

COMPLETE Name: \_\_\_\_\_

Brand #

(6-3)

3. How long have you smoked that brand? (DO NOT READ LIST)

3 months or less. . . . . 9-1

4-6 months. . . . . -2

7-11 months . . . . . -3

12 month/about a year . . -4

Over 1 year to 2 years. . -5

Over 2 years to 3 years . -6

Over 3 years to 4 years . 9-7

Over 4 years to 5 years . -8

Over 5 years to 10 years. -9

Over 10 years . . . . . -0

(DON'T  
READ) Don't know. . . . . -y

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4. In addition to your regular brand, what other brands have you bought in the past three months? (RECORD COMPLETE BRAND NAMES AND BRAND NUMBERS OF EACH) (IF "NONE" CIRCLE HERE. . . 10-1 AND SKIP TO Q. 12)

<u>COMPLETE NAME</u>	<u>BRAND #</u>
a. _____	<input type="text"/> (10-12)
b. _____	<input type="text"/> (13-15)
c. _____	<input type="text"/> (16-18)
d. _____	<input type="text"/> (19-21)
e. _____	<input type="text"/> (22-24)

IF "BARCLAY" NOT MENTIONED IN Q. 4, ASK Q. 5. OTHERWISE SKIP TO BOX BEFORE Q. 7.

5. During the past three months, have you bought any Barclay cigarettes?

Yes. . . . . 25-1 (ASK Q. 6)  
No . . . . . -2 (SKIP TO BOX BEFORE Q. 7)

6. How many packs or cartons did you buy?

\_\_\_\_\_ Packs (26-27)

\_\_\_\_\_ Cartons

IF "MARLBORO" NOT MENTIONED IN Q. 4, ASK Q. 7. OTHERWISE SKIP TO BOX BEFORE Q. 9.

7. How about Marlboro. . have you bought any Marlboro cigarettes in the past three months?

Yes. . . . . 28-1 (ASK Q. 8)  
No . . . . . -2 (SKIP TO BOX BEFORE Q. 9)

8. How many packs or cartons did you buy?

\_\_\_\_\_ Packs (29-30)

\_\_\_\_\_ Cartons

IF "MERIT" NOT MENTIONED IN Q. 4, ASK Q. 9. OTHERWISE SKIP TO Q. 10

9. And how about Merit. . have you bought any Merit Cigarettes in the past three months?

Yes. . . . . 31-1 (ASK Q. 10)  
No . . . . . -2 (SKIP TO Q. 11)

10. How many packs or cartons of Merit did you buy?

\_\_\_\_\_ Packs (32-33)

\_\_\_\_\_ Cartons

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11. How likely would you be to buy Merit (FILL IN SPECIFIC PACKING FROM CARD) in the future? Would you. . . (READ LIST)

Definitely buy it. . . . . 34-1  
 Probably buy it. . . . . -2  
 Might or might not buy it. -3  
 Probably not buy it. . . . -4  
 or Definitely not buy it. . . -5  
 (DON'T READ) Don't know . . . . . -y

12. Thinking about your present regular brand which you said is (READ COMPLETE NAME FROM Q. 2), before you started smoking it, were you smoking some other brand of cigarettes, or were you smoking some other type or size of (READ FAMILY NAME OF REGULAR BRAND, Q. 2)?

Other brand. . . . . 35-1 (ASK Q. 13)  
 Other type/size of same brand. -2 (SKIP TO Q. 14)  
 No previous brand. . . . . -3 (SKIP TO Q. 15)

13. What brand did you smoke most often before you started smoking (READ COMPLETE BRAND NAME FROM Q. 2)?

COMPLETE Name: \_\_\_\_\_ Brand #  (36-38)

(SKIP TO Q. 15)

14. What type or size of (READ FAMILY NAME FROM Q. 2), did you smoke before you started smoking (READ COMPLETE NAME FROM Q. 2)?

COMPLETE Name: \_\_\_\_\_ Brand #  (36-38)

15. During the past three months, have you gotten any gifts, or premiums, or free samples offered by any brand of cigarettes, either in a store or through the mail?

Yes. . . . . 39-1 (ASK Q. 16)  
 No . . . . . -2 } (SKIP TO  
 Don't remember . -y } Q. 18)

16. What was the item, or the items you received? (PROBE) What others were there? (PROBE FOR EXACT OFFER OR ITEM.)

17. What cigarette offered (READ ITEM(S) MENTIONED.) (RECORD "FAMILY" NAME FOR EACH ITEM)

Q. 16 ITEMS	Q. 17 FAMILY NAME
a. _____ 40- _____	(42-44)
b. _____ 41- _____	(47-49)
c. _____ 45- _____	(52-54)
d. _____ 46- _____	(57-59)
_____ 50- _____	
_____ 51- _____	
_____ 55- _____	
_____ 56- _____	

(IF "LIGHTER" FROM "MERIT" MENTIONED SKIP TO Q. 19. IF NOT MENTIONED, ASK Q. 18)

18. Do you recall getting a cigarette lighter with two packs of Merit cigarettes?

Yes. . . . . 60-1 (ASK Q. 19)  
 No . . . . . -2 } (SKIP TO  
 Don't remember . -y } CLASSIFICATION)

(RECORD ANY COMMENTS MADE BY RESPONDENT)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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19. In general, how often do you buy cigarettes that come with gifts or premiums?  
Would you say: . . . (READ LIST)
- Very often. . . . . 63-1  
Quite often . . . . . -2  
Seldom. . . . . -3  
or Was this the first time? -4
20. Did you happen to send away for a free carton of Barclay cigarettes at any time?
- Yes. . . . . 64-1  
No . . . . . -2  
Don't remember . -y
21. Did you happen to get a coupon or card that you could use to send away for free packs of Merit Cigarettes?
- Yes. . . . . 65-1 (ASK Q. 22)  
No . . . . . -2 (SKIP TO  
Don't remember . -y } CLASSIFICATION)
22. Did you send away for the free packs?
- Yes. . . . . 66-1 (ASK Q. 23)  
No . . . . . -2 (SKIP TO  
Don't remember . -y } CLASSIFICATION)
23. Did you get the cigarettes?
- Yes. . . . . 67-1  
No . . . . . -2  
Don't remember . -y

CLASSIFICATION

And just a few questions for classification purposes only. . .

- A. What was the last grade of school you completed - was it high school, grade school, or what? (RECORD BELOW)
- High school (grades 9-12). . . . . 68-1 (ASK Q. B)  
Grade school (grades 1-8). . . . . -2 (SKIP TO Q. G)  
(DON'T READ) { College. . . . . -3 (SKIP TO Q. C)  
Graduate school. . . . . -4 (SKIP TO Q. G)  
Other (SPECIFY) (e.g. Trade School) \_\_\_\_\_ (SKIP TO Q. D)  
Refused. . . . . -y (SKIP TO Q. G)
- B. Did you graduate high school?
- Yes. . . . . 69-1  
(DON'T READ) { No . . . . . -2 (SKIP TO Q. G)  
Refused. . . . . -y }
- C. Did you. . . (READ LIST):
- Graduate a 2 year college. . . . . 70-1  
Graduate a 4 year college. . . . . -2 } (SKIP TO Q. G)  
Complete some college. . . . . -3  
or Attend graduate school. . . . . -4  
(DON'T READ) { Refused. . . . . -y }
- D. Did you graduate high school
- Yes. . . . . 71-1 (ASK Q. E)  
(DON'T READ) { No . . . . . -2 (SKIP TO  
Refused. . . . . -y } Q. G)

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E. Did you attend college

Yes. . . . . 72-1 (ASK Q. F)  
 No . . . . . -2 } (SKIP TO  
 (DON'T READ) Refused. . . . . -y } Q. G)

F. Did you graduate college

Yes. . . . . 73-1  
 No . . . . . -2  
 (DON'T READ) Refused. . . . . -y

G. Finally, what is your total annual family income before taxes? Is it under \$20,000, or \$20,000 and over?

Under \$20,000. . . . . 74-1 (ASK Q. H)  
 \$20,000 and over. . . . . -2 (SKIP TO Q. I)  
 Don't know . . . . . -x } (SKIP TO  
 Refused. . . . . -y } END)

H. Is that under \$10,000; or \$10,000 and over?

Under \$10,000. . . . . 75-1  
 \$10,000 to \$19,999 . . . . . -2 } (SKIP TO  
 Don't know . . . . . -x } END)  
 Refused. . . . . -y }

I. Is that between \$20,000 and \$30,000; between \$30,000 and \$50,000; or \$50,000 and over?

\$20,000 to \$29,999 . . . . . 76-1  
 \$30,000 to \$49,999 . . . . . -2  
 \$50,000 and over . . . . . -3  
 Don't know . . . . . -x  
 Refused. . . . . -y

Just to be sure we have it right, your name is: \_\_\_\_\_

Your address is: \_\_\_\_\_

Zip \_\_\_\_\_

RECORD FROM CARD:

Age 18-24. . . . . 77-1  
 25-34. . . . . -2  
 35-44. . . . . -3  
 45+. . . . . -4

Sex: Male . . . . . 78-1  
 Female . . . . . -2

Thank you for your cooperation.

(MARK CARD "INTERVIEWED SMOKER")

TIME ENDED: \_\_\_\_\_

Packing:

Kings Regular. . . . . 79-1  
 Kings Menthol. . . . . -2  
 100's Regular. . . . . -3  
 100's Menthol. . . . . -4  
 Ultra Lights Kings Regular -5  
 Ultra Lights Kings Menthol -6  
 Ultra Lights 100's Regular -7  
 Ultra Lights 100's Menthol -8

80-1

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